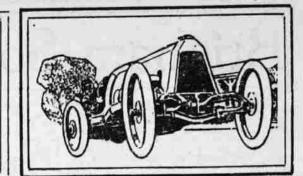


The Ogden Standard-Examiner AUTOMOBILE SECTION



HERE'S SOMENEW Remedy For Gasoline Shortage Lies in Hands of Auto Drivers, DOPE ON MOTORS

France Expends 15,000,000 Francs for Motor Spirits in Past Season

Motor fire engines were used in Bos-

(By International News Service)

BOSTON—While the thrifty residents of Plymouth and the rest of Plymouth and the rest of Cape Cod are celebrating the 300th an niversary of the landing of the Pilgrim Fathers somewhat ahead of time, they defend their course on the ground that when the real anniversary is reached in November all the thousands you can't reproduce it by dropping a soften and autumn residents will have left for city homes. And so the reany Cape Coders would lose thous.

ALCOHOL?

On to ansoro excess products and to make more frequent use of the great shift—as is done in Europe. He also said that there might well be a fourth geared up speed added. The personnel of developing a substitute may accomplish something," said Mr. Teather the treatment of the final automobile transformation today we would have litterage for concern over our ability to supply gasoline for years to come, "What should alcohol?" have left for city homes. And so the canny Cape Coders would lose thous-ands of dollars now being carelessly "Wh scattered about in the garages and ho-"We

have left for city homes. And so the water.

ALCOHOL?

What about alcohol?

What about alcohol?

We have not yet been able to proteils along the southern shores of Massachusetts Bay.

What about alcohol?

We have not yet been able to produce it cheaply enough. I understand that it costs about 50 cents a gallon

By FLOYD MACGRIFF,
Internation News Service Staff
Correspondent
NEW YORK, Sept. 11—The people of the United States can remedy the

Assistance at Right Time Will Extend Usefulness, Is Assertion

"Don't throw that old tire away," is the injunction of J. K. Hough, of the Goodyear Tire & Rubber company of California. 'Few tires are completely worn out when thrown away. Most of them are capable of considerable extra mileage if given a little help. A rim cut patch or an inside tire protector will often add hundreds of miles to the life of a tire.

"A rim-cut patch is designed for application on the inside of the tire with flaps fitting underneath the bead of the tire on both sides to hold the patch in place. It is flexible and enduring and once applied, is out of sight and mind. Tires which seem hopelessly rim cut are given a new lease of life after being reinforced by a good rim-

cut patch. "And then there is the inside tire protector which is designed to provide complete reinforcement for worn and weakened casings. Its use often adds several thousand miles to tire life that appears nearly ended. It is applied on the inside of the tire as its name suggests and provides at a very low cost many miles that otherwise

would be lost. "Anything that gives a tire longer life keeps real jingling dollars in the car owner's pocket and puts off the day when the purchase of a new tire would be necessary. We are not for economy that goes to the extent of scrimping. but we believe that if the millions of tires available in this country are run properly, the ends of conservation will

Caterpillar tractors will be employed a the lumbering district of Valdiva, hile, and probably be the solution of he difficulty in moving heavy timber during the rainy season, which often lasts nine months.

RAISE IN GAS NEWER STYLE OF TIRE IS OFTEN TIRE NOW MADE

Says Standard Oil Co. President Gallons Daily: Fuel Is Expensive

Motor Trucks Consume Many Straight Side Dominates Over Line on Makeup of Familiar Clincher and Q. D.

Motor trucks are heavy consumers. When a tire salesman says, "What

Part Is Given by Rubber Authority

The Part School If the Pa

Nearly 50,000 Owners Know

Why Essex in 4 Trips Across America 4 Times Broke the Record

> Men at first accepted Essex endurance on faith. They wanted its fine car speed, power and riding luxury. These were self-evident. But there was no way to judge the durability of an unproved

Yet the performance appeal of Essex was so dynamic that it set a world's sales record.

Now Essex has given the greatest endurance proof ever offered by any car. Four Essex cars, carrying the first U.S. transcontinental motor mails, have each broken the transcontinental records that had stood for four years. These tests imposed more punishment and abuse than a lifetime of ordinary service inflicts. Another Essex record-its 3037 miles in 50 hours, averaging above a mile a minute for the entire distance, was never equalled.

For cars its size it holds all world speed and endurance records from 1 to 50 hours. And another Essex stock touring car set the world's 24-hour road record of 1061 miles over snowcovered Iowa country roads.

Do not these marks, coupled with the satisfaction of nearly 50,000 owners, settle the light car question?

Ogden Motor Car Co. 2345-55 Hudson Ave., Ogden, Utah



WATCH the ESSEX





AUTO SPRINGS AT

LAST YEAR PRICES

Wet weather will soon be here. Now is the time to inspect your auto springs-

Complete stock of replacement springs

here at prices based on last year's buying

cost. You get them for much less than

FOR ANY CAR

Bring your car in this week and we'll

fix it up with new springs. You'll save

trouble later and get added riding com-

fort besides. How about your lights?

if we had to buy them now.

and replace them.